

Day : Saturday
Date: 8/17/2002
Time: 12:43:23

 **PALM INTRANET**

Inventor Information for 09/678850

Inventor Name	City	State/Country
REITER, JOSHUA J	BALTIMORE	MARYLAND

Appln Info	Contents	Petition Info	Atty/Agent Info	Continuity Data	Foreign Data	I
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8/17/02

10/9/45 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire (c) 1999 Business Wire . All rts. reserv.

0718657 BW0006

INTELLIPOST: Intellipost Launches BonusMail with 50,000 Charter Members;
First-Of-Its Kind Internet Directronic Mail Gives the Reins to Consumers

June 30, 1997

Byline: Business Editors/Computer Writers
Dateline: SAN FRANCISCO
Time: 02:57 PT
Word Count: 1030

1 SAN FRANCISCO--(BUSINESS WIRE)--June 30, 1997--Intellipost Corporation today
2 launched BonusMail, the first system that rewards consumers for **receiving, reading** and
3 responding to **targeted e-mail promotions**. Members can redeem the Rew@rds credits they earn
4 for a wide range of prizes, from compact discs to frequent flier miles.

5 Rew@rds are provided by 30 premier brands, including The Gap, Foot Locker, Barnes &
6 Noble, MCI, Pizza Hut, United Airlines Mileage Plus, Tower Records, Spiegel, and many more.
7 The first **e-mail promotion**, sent today, allows **selected** members to earn 1,000 Rew@rds credits
8 plus the opportunity to join Meridian 59, The 3DO Company's award-winning online gaming
9 service, with no sign up fee, a \$14.95 value.

10 The BonusMail system has already enrolled 50,000 Charter Members; and Intellipost has
11 extended its Charter Member offer to the first 100,000 enrollees. The offer awards members 500
12 Rew@rds credits for registering plus an additional 1,000 Rew@rds credits for providing more
13 detailed information about their interests, and up to 1,000 Rew@rds credits for referring up to five
14 friends. Residents of the U.S. and Canada over the age of 18 may enroll via the BonusMail Web
15 site, located at <http://www.bonusmail.com>, or by e-mailing BonusMail at join@bonusmail.com
16 to request a questionnaire. "Our aim is to take the 'junk' out of 'junk mail' and reward consumers
17 in the process," said Steve Markowitz, Intellipost's chief executive officer. "Unsolicited
18 commercial e-mail, known as 'Spam,' runs counter to the Intellipost mission. We are pioneering
19 a new medium of 'relevant mail'."

20 Using BonusMail, consumers can sign up free of charge to receive special offers on
21 products and services in which they have expressed an interest. BonusMail puts consumers in the
22 driver's seat by allowing them to control the volume and type of e-mail promotions coming in,
23 so in-boxes don't become depositories for annoying and useless "junk mail." In fact, Intellipost
24 requires its advertisers to offer members the best deals available on the Internet at the time of
25 transmission.

26 "BonusMail is designed to provide clear and compelling benefits to both consumers and
27 advertisers," said Mark Smith, the company's vice president of operations. "Consumers are
28 rewarded for **receiving information** in categories they've pre-selected, and direct marketers have,

for the first time, a truly efficient and cost-effective means to reach potential customers."

BonusMail enables advertisers to take full advantage of direct response electronic mail, Directronic Mail, by targeting customers and delivering their messages more cost-effectively and quicker than traditional direct-response marketing techniques. By eliminating the cost of ink, paper, printing and postage, BonusMail represents significant savings over ink-on-paper campaigns. BonusMail advertisers will enjoy faster sales, more effective targeting, and a much wider (and willing) audience than other Internet marketers.

"Intellipost's unique approach to loyalty programs is one of the biggest changes in direct-response marketing in the last 20 years," said Hal Brierley, chief executive officer of Brierley & Partners, designers of the original loyalty programs for United Airlines, Hertz and Hilton Hotels & Resorts. "BonusMail combines the incentive power of a customer loyalty program with the immediacy and interactivity of electronic communications. It is clearly a winning proposition for both consumers and direct marketers." Today's Offer

The maiden BonusMail message went out today. The 3DO Company, a major developer of electronic games, took advantage of the system to introduce an online game to new users. Intellipost targeted the message for computer, chat and gaming enthusiasts, and tailored the message to appeal to members' interests.

By taking advantage of their BonusMail offer, members earn 1,000 Rew@rds credits plus the opportunity to play 3DO's online game service, Meridian 59, with no sign up fee, a \$14.95 value. How it works

To register, consumers are asked a few simple questions about themselves, including name, contact information, volume of e-mail promotions they want to receive, and broad areas of interest. They can then choose to continue to answer more questions based on their interests. Messages are sent to members in the format is appropriate for their e-mail software; those consumers with HTML capabilities will receive graphically rich messages. BonusMail rewards members with 25 credits for receiving, 50 credits for reading, and up to 10,000 credits for taking advantage of e-mail promotions. To demonstrate that they've read the message, consumers simply include the MagicWord, a highlighted term found in BonusMail messages, in the subject field of their return message. A running total of Rew@rds credits is included in each e-mail message from BonusMail, and the credits can be cashed in by simply sending an e-mail to [redeem@bonusmail.com](mailto:redem@bonusmail.com). The Rew@rds program was designed in conjunction with Brierley & Partners.

Privacy

It is important to BonusMail that each participant's privacy is protected, so Intellipost has designed the company and systems with each person's privacy in mind. Here is the BonusMail privacy pledge:

-- BonusMail will NEVER sell, or exchange the consumer's personal information (name, e-mail address and mailing address) to anyone.

-- BonusMail will NEVER release the consumer's personal information to any other party without their express permission.

-- Information given to BonusMail's advertisers is always in the form of grouped statistics compiled through all its participating members' answers to survey questions. The BonusMail system was designed to make it impossible for advertisers to extract any personal information.

72 -- The consumer has a continuous option to decide whether or not he/she wishes to receive
73 BonusMail offers and communications.

74 -- BonusMail maintains a strong commitment to the consumer's privacy within and utilizes
75 security techniques that safeguard their information.

76 About the Company:

77 Intellipost Corporation, founded in 1996, is a privately held company based in San
78 Francisco, California. Intellipost is the first incentive-based, direct-response marketing service that
79 utilizes Internet e-mail. The company has backing from both venture capital and corporate
80 sources, including Long Island Venture Fund, a leading venture capital firm, Japan's Dai Nippon
81 Printing Co., Ltd., the world's largest printing company, and CEO of Brierley & Partners, Hal
82 Brierley, a pioneer in the development of customer loyalty programs. For more information on
83 Intellipost and BonusMail visit the company's corporate site on the World Wide Web at
84 <http://www.intellipost.com> or the BonusMail Web site at <http://www.bonusmail.com> .

85 CONTACT: Intellipost Corp.

86 Stephanie Sakai, 415/676-3700 ext. 205

87 steph@intellipost.com

88 or

89 Connors Communications

90 Pamela Coddington, 415/217-7500

91 pamela@connors.com

DIALOG 17 AUGUST 2002

File 2:INSPEC 1969-2002/Aug W3 (c) 2002 Institution of Electrical Engineers
File 9:Business & Industry(R) Jul/1994-2002/Aug 16 (c) 2002 Resp. DB Svcs.
File 15:ABI/Inform(R) 1971-2002/Aug 17 (c) 2002 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2002/Aug 16 (c) 2002 The Gale Group
File 20:Dialog Global Reporter 1997-2002/Aug 17 (c) 2002 The Dialog Corp.
File 35:Dissertation Abs Online 1861-2002/Jul (c) 2002 ProQuest Info&Learning
File 65:Inside Conferences 1993-2002/Aug W2 (c) 2002 BLDSC all rts. reserv.
File 77:Conference Papers Index 1973-2002/Jul (c) 2002 Cambridge Sci Abs
File 99:Wilson Appl. Sci & Tech Abs 1983-2002/Jul (c) 2002 The HW Wilson Co.
File 160:Gale Group PROMT(R) 1972-1989 (c) 1999 The Gale Group
File 233:Internet & Personal Comp. Abs. 1981-2002/Aug (c) 2002 Info. Today Inc.
File 256:SoftBase:Reviews,Companies&Prods. 82-2002/Jul (c)2002 Info.Sources Inc
File 275:Gale Group Computer DB(TM) 1983-2002/Aug 19 (c) 2002 The Gale Group
File 347:JAPIO Oct 1976-2002/Apr(Updated 020805) (c) 2002 JPO & JAPIO
File 348:EUROPEAN PATENTS 1978-2002/Aug W02 (c) 2002 European Patent Office
File 349:PCT FULLTEXT 1983-2002/UB=20020815,UT=20020808 (c) 2002
WIPO/Univentio
File 474:New York Times Abs 1969-2002/Aug 16 (c) 2002 The New York Times
File 475:Wall Street Journal Abs 1973-2002/Aug 16 (c) 2002 The New York Times
File 476:Financial Times Fulltext 1982-2002/Aug 17 (c) 2002 Financial Times Ltd
File 583:Gale Group Globalbase(TM) 1986-2002/Aug 17 (c) 2002 The Gale Group
File 610:Business Wire 1999-2002/Aug 16 (c) 2002 Business Wire.
File 613:PR Newswire 1999-2002/Aug 16 (c) 2002 PR Newswire Association Inc
File 621:Gale Group New Prod. Annou.(R) 1985-2002/Aug 16 (c) 2002 The Gale Group
File 624:McGraw-Hill Publications 1985-2002/Aug 16 (c) 2002 McGraw-Hill Co. Inc
File 634:San Jose Mercury Jun 1985-2002/Aug 16 (c) 2002 San Jose Mercury News
File 636:Gale Group Newsletter DB(TM) 1987-2002/Aug 16 (c) 2002 The Gale Group
File 810:Business Wire 1986-1999/Feb 28 (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30 (c) 1999 PR Newswire Association Inc
File 47:Gale Group Magazine DB(TM) 1959-2002/Aug 16 (c) 2002 The Gale group
File 635:Business Dateline(R) 1985-2002/Aug 17 (c) 2002 ProQuest Info&Learning
File 387:The Denver Post 1994-2002/Aug 16 (c) 2002 Denver Post
File 471:New York Times Fulltext2002/Au (c) 2002 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06 (c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2002/Aug 17 (c) 2002 St Louis Post-Dispatch
File 498:Detroit Free Press 1987-2002/Aug 15 (c) 2002 Detroit Free Press Inc.
File 631:Boston Globe 1980-2002/Aug 16 (c) 2002 Boston Globe
File 633:Phil.Inquirer 1983-2002/Aug 11 (c) 2002 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2002/Aug 16 (c) 2002 Newsday Inc.
File 640:San Francisco Chronicle 1988-2002/Aug 16 (c) 2002 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2002/Aug 14 (c) 2002 Scripps Howard News
File 702:Miami Herald 1983-2002/Aug 16 (c) 2002 The Miami Herald Publishing Co.

File 703:USA Today 1989-2002/Aug 16 (c) 2002 USA Today
File 704:(Portland)The Oregonian 1989-2002/Aug 16 (c) 2002 The Oregonian
File 713:Atlanta J/Const. 1989-2002/Aug 16 (c) 2002 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2002/Aug 16 (c) 2002 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2002/Aug 16 (c) 2002 Christian Science Monitor
File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13 (c) 2000 The Plain Dealer
File 735:St. Petersburg Times 1989- 2000/Nov 01 (c) 2000 St. Petersburg Times
File 477:Irish Times 1999-2002/Aug 16 (c) 2002 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2002/Aug 17 (c) 2002 Times Newspapers
File 711:Independent(London) Sep 1988-2002/Aug 12 (c) 2002 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2002/Aug 16 (c) 2002 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2002/Aug 16 (c) 2002

Set	Items	Description
S1	401262	(ADVERTISE???? OR SLOGAN OR LOGO OR MESSAGE OR PROMOT???? OR INCENTIVE OR COUPON OR INFORMATION) (5N) (TARGET??? OR SELECT???? OR CHOOSING OR CHOOSE OR CHOSEN OR PICKING OR PICK)
S2	5525	S1 (5N) (SENDER OR SENDING OR SEND OR RETURN)
S3	12117	S1 (5N) (ADDRESSEE OR RECIPIENT OR RECEIVER OR RECEIVE OR ADDRESS OR RECEIVING)
S4	7627	S1 (5N) (FRANKING OR PARCEL OR MAILING OR SHIPMENT OR SHIPPING OR FRANK OR MAIL OR SHIP OR ENVELOPE OR PACKAGE OR BOX)
S5	1261	S4 AND (S2 OR S3)
S6	64898	(SCANNED OR SCAN OR READING OR SCANNING OR READ) (5N) (ADDRESSEE OR RECIPIENT OR RECEIVER OR RECEIVE OR ADDRESS OR RECEIVING)
S7	24924	(SENDER OR SENDING OR SEND OR RETURN) (5N) (SCANNED OR SCAN OR READING OR SCANNING OR READ)
S8	1206	S1 (S) (S6 OR S7)
S9	56	S5 AND S8
S10	49	RD S9 (unique items) [Scanned ti,kwic all]

10/9/45 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire (c) 1999 Business Wire . All rts. reserv.

0718657 BW0006

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Time: 02:57 PT
Word Count: 1030

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5 Rew@rds are provided by 30 premier brands, including The Gap, Foot Locker, Barnes &
6 Noble, MCI, Pizza Hut, United Airlines Mileage Plus, Tower Records, Spiegel, and many more.
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8 plus the opportunity to join Meridian 59, The 3DO Company's award-winning online gaming
9 service, with no sign up fee, a \$14.95 value.

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11 extended its Charter Member offer to the first 100,000 enrollees. The offer awards members 500
12 Rew@rds credits for registering plus an additional 1,000 Rew@rds credits for providing more
13 detailed information about their interests, and up to 1,000 Rew@rds credits for referring up to five
14 friends. Residents of the U.S. and Canada over the age of 18 may enroll via the BonusMail Web
15 site, located at <http://www.bonusmail.com>, or by e-mailing BonusMail at join@bonusmail.com
16 to request a questionnaire. "Our aim is to take the 'junk' out of 'junk mail' and reward consumers
17 in the process," said Steve Markowitz, Intellipost's chief executive officer. "Unsolicited
18 commercial e-mail, known as 'Spam,' runs counter to the Intellipost mission. We are pioneering
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78 Francisco, California. Intellipost is the first incentive-based, direct-response marketing service that
79 utilizes Internet e-mail. The company has backing from both venture capital and corporate
80 sources, including Long Island Venture Fund, a leading venture capital firm, Japan's Dai Nippon
81 Printing Co., Ltd., the world's largest printing company, and CEO of Brierley & Partners, Hal
82 Brierley, a pioneer in the development of customer loyalty programs. For more information on
83 Intellipost and BonusMail visit the company's corporate site on the World Wide Web at
84 <http://www.intellipost.com> or the BonusMail Web site at <http://www.bonusmail.com> .

85 CONTACT: Intellipost Corp.

86 Stephanie Sakai, 415/676-3700 ext. 205

87 steph@intellipost.com

88 or

89 Connors Communications

90 Pamela Coddington, 415/217-7500

91 pamela@connors.com

	Type	L #	Hits	Search Text	DBs	Time Stamp
1	BRS	L1	171013	(advertisement or advertise or advertising or slogan or logo or message or promoted or promoting or promote or promotion or incentive or coupon or information) near5 (targeting or targeted or target or selection or select or selected or selecting or choosing or choose or chosen or picking or pick)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:28
2	BRS	L2	7397	1 near5 (sender or sending or send or return)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:30
3	BRS	L3	22078	1 near5 (addressee or recipient or receiver or receive or address or receiving)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:31
4	BRS	L4	3258	1 near5 (franking or parcel or mailing or shipment or shipping or frank or mail or ship or envelope or package or box)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:31
5	BRS	L5	1180	4 and (2 or 3)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:32
6	BRS	L6	157056	(scanned or scan or reading or scanning or read) near5 (addressee or recipient or receiver or receive or address or receiving)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USOCR	2002/08/17 16:33

	Type	L #	Hits	Search Text	DBs	Time Stamp
7	BRS	L7	35930	(sender or sending or send or return) near5 (scanned or scan or reading or scanning or read)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USO $\overline{C}R$	2002/08/17 16:33
8	BRS	L8	4018	1 same (6 or 7)	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USO $\overline{C}R$	2002/08/17 16:36
9	BRS	L9	76	5 and 8	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USO $\overline{C}R$	2002/08/17 16:36
10	BRS	L10	13	<i>Scanned Li, Ab, Kwic all</i> ("4959795" or "6141654" or "6154733" or "6173274" or "6327580" or "6408286").pn. or (@pd<=19710101 and (705/401 or 705/408 or 705/410).ccls.) <i>Scanned Li all</i>	USPAT; US-PGPUB ; EPO; JPO; DERWENT; IBM_TDB; USO $\overline{C}R$	2002/08/17 17:09

	Document ID	Issue Date	Inventor	Current OR	Current XRef	Pages
1	JP 04258056 A	19920914				6
2	US 6178411 B1	20010123	Reiter, Joshua J.	705/408	705/410	20
3	US 5819241 A	19981006	Reiter, Joshua J.	705/408		13
4	US 5039075 A	19910813	Mayer, Theodore W.	270/1.02	270/58.03; 270/58.29; 347/4	14
5	US 20020032602 A1	20020314	Lanzillo, Kenneth F. JR. et al.	705/14		16
6	US 20010047294 A1	20011129	Rothschild, Anthony R.	705/14	709/217	23

19 results

	Document ID	Issue Date	Inventor	Current OR	Current XRef	Pages
1	US 6408286 B1	20020618	Heiden, Richard W.	705/408	101/71; 283/71	14
2	US 6327580 B1	20011204	Pierce, Jeffrey D. et al.	705/401	705/408	12
3	US 6173274 B1	20010109	Ryan, Jr., Frederick W.	705/408	235/375; 705/401; 705/410	15
4	US 6154733 A	20001128	Pierce, Jeffrey D. et al.	705/408	235/375; 705/401; 705/410	12
5	US 6141654 A	20001031	Heiden, Richard W. et al.	705/408	235/375; 705/401; 705/410	11
6	US 4959795 A	19900925	Christensen, Dean et al.	705/407	270/58.06; 53/154; 700/220	19

L10 results